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Kerry Morrison
Executive Director



November 12, 2015

TO: Miranda Paster
Administrative Services Division
Office of the City Clerk

FROM: Kerry Morrison, Executive Director
Sunset & Vine Business Improvement District

SUBJECT: Third Quarter Report – July 1, 2015 to September 30, 2015

Pursuant to our agreement with the City of Los Angeles, I am submitting our Second Quarter Report on behalf of the Central Hollywood Coalition Board.

I. Operational Issues

- An All Property Owners Meeting was held at the Loews Hollywood Hotel on August 13, 2015. (This was in lieu of an August Board meeting.) Speakers included City Attorney Mike Feuer, Councilmember Mitch O'Farrell, Lt. Alex Baez of LAPD and staff. Approximately 150 people attended. It was held jointly with the Hollywood Entertainment District BID.
- The board reviewed the 2014 tax return and acknowledged receipt at their 7/14/15 meeting.

II. Security

- During this quarter 10,000 visitor information cards with tips related to panhandling and donations to street characters and CD vendors in four (4) languages were ordered, and the process of distributing them to the neighborhood began. Board members at the 9-8-15 meeting were asked to reach out to hotels, their employees, and residents of their properties to place these cards.
- Over the course of the quarter, four community meetings with members of the Economic Development Committee were held to seek input on the city's proposed sidewalk vending ordinance. The BID was represented at each hearing.

Central Hollywood Coalition Third Quarter Report to City

- A meeting was held in the BID office on 9/24/15 with State Representative Richard Bloom and Councilmember Mitch O'Farrell. A tour was organized for the assembly member to identify the arrival of new encampments. Six property owners representing the two BIDs were on hand to talk with him and Councilmember Mitch O'Farrell.
- The board passed a policy position at their 9-8-15 meeting which allows staff to communicate on their behalf relative to any legislation which negatively impacts the public realm by allowing individuals to use the public sidewalks or streets for living. This would apply to the "Right to Rest Act" and similar legislation introduced this year (SB 718) which would allow people to live in their vehicles.
- Third quarter statistics are as follows:

Category	Q3	Year to Date
Arrests	64	186
Radio Calls	704	1,975
Business Contacts	949	4,429
Citizen Contacts	2,529	7,643
Homeless Referrals	543	1,360

III. Marketing

- The fourth annual Sunset & Dine event was held on September 24 at the BuzzFeed campus. It was a sold out event. The board retained the services of Haines & Co, from the marketing budget, to help pay for communications and media outreach for the event. There was a "pre-tasting" blogger tour on September 10.
- The board supported the upcoming Music + Arts festival by authorizing an expenditure of \$10,000 from the Marketing Budget to assist with temp help, operations and marketing/promotion. Several key venues within the Sunset & Vine BID are involved, including the Palladium, Amoeba Records, Record Parlour and Space 15 Twenty, which serves as the festival hub.
- The board approved the extension of the pole banner permit for another year, which would keep the poles committed until February 2017.
- A new logo treatment is underway for the Sunset & Vine BID, which will be complementary to that developed for the Hollywood Entertainment District. Both will conform by the new branding associated with 'Only in Hollywood.' Drafts of the logos were shared with the board at their 9/17/15 meeting.

IV. Streetscape & Planning

- Over the course of the summer, an intern was hired to inventory tree wells, utility boxes, street furniture and light posts in order to establish a data base of where these elements are located.
- In July, staff and representatives from ATT and the council office walked the area behind Denny's next to the ATT structure that backs up to the freeway (south-bound 101 to Sunset) to address the homeless encampment that exists near the off ramp. Also reviewed was the ATT Building behind Gower Gulch. Located on their property behind the switching station structure is a 1920's building in need of paint. It was requested that AT&T paint this structure to preserve it as well as plant trees and drought resistant ground cover on their parkway which is currently dirt. Approximately 30 trees will be needed for the parkway surrounding their structure on Gower, DeLongpre, and El Centro. Staff asked for approval from the board to draft a letter to Joseph A. Archie, Area Manager for AT&T, indicating that the BID would include the trees in their watering schedule if AT&T planted them.
- Over the course of this quarter, a public art project was planned for the utility boxes in the District. A proposal from Do Art was presented to the Streetscape & Planning committee for ten (10) utility boxes. The proposed amount of \$10,000 would cover the Do Art Fee of \$2,000, the artist fee of \$2,000, and the cost of vinyl wrap at \$6,000. The Streetscape Committee winnowed down 48 artist submissions to four, and the board winnowed that down to two. These were sent to the Council District 13 for consideration. The installation will occur in Q4.
- The board approved the purchase of 10 new trash cans and 4 planters at a cost of \$13,500 from the Beautification budget at their 9-8-15 meeting.
- In July, the board approved an expenditure of NTE \$17,500 from the Beautification budget to replace the damaged Jacaranda trees on Vine Street. Forty-three damaged trees were removed and re-planted, and \$5,000 remained to plant additional trees in the District before year end.

V. Other

- Staff attended the International Downtown Association conference in San Francisco. It started on September 30, 2015.
- Morrison participated in planning a statewide forum for BIDs, under the umbrella of the CA Downtown Association, to bring everyone current on the situation involving trends in homelessness throughout the state. It was held on July 30, 2015 near LAX airport, and 110 people participated from all over California.

CENTRAL HOLLYWOOD COALITION

Cash Flow to Date and Budget Balance to Date

As of 9/30/2015 YTD Actual (updated 10/8/15)

	Actuals To Date	Balance In Budget	Total 2015 Budget
Receipts			
Balance Forward	114,637		114,637
Property Assessments	1,418,197	88,731	1,506,928
Grant Income	5,000		5,000
Receivables & Penalties	2,887	39	2,926
Interest Income Wells Fargo	178	222	400
Interest Income County & City	1,726	774	2,500
Total Receipts and Budget Balance	1,542,625	89,766	1,632,391
Expenditures			
1. Neighborhood Issues			
a. Security	597,347	202,653	800,000
b. District Maintenance	277,506	102,494	380,000
c. Beautification	36,748	47,474	84,222
d. Marketing	8,211	31,789	40,000
2. Management Contract	117,747	42,253	160,000
3. Office Expense	255	745	1,000
4. Professional Services			
a. Consultants	4,125	875	5,000
b. Accounting	7,256	4,744	12,000
c. Legal	-	5,000	5,000
d. Insurance	10,131	4,869	15,000
5. Taxes and Fees	30,243	-	30,243
6. a Contingency	3,280.31	12,720	16,000
b Delinquency	-	76,000	76,000
Total Expenditures and Budgeted Balance	1,092,849	531,616	1,624,465
Net Cash	449,776	(441,851)	7,926
Unallocated Roll-Over Amt from 2014	96,597		96,597
Total Cash	546,373		104,523

As of 8/30/2015 YTD Actual (updated 10/8/15)

Note: * temporary book negative balance due to delayed processing of first disbursement from the City

	Management Plan	2015 Budget	Actual to Date
	%	\$	%
Security	52.4%	\$51,382	49.2%
Maintenance	23.5%	\$81,587	71.0%
Restoration	4.1%	\$8,743	42.2%
Marketing	2.6%	42,399	2.5%
Administration, Legal, Accounting	12.2%	197,335	40.600
Taxes & City Fees	1.7%	27,618	70.3%
Contingency	0.7%	11,305	105.2%
Delinquencies	2.8%	45,937	21%
Totals		1,824,665	67.3%
			1,002,488